

Research Infographic:

2026 Integration Research: How SAP Customers Simplify Integration Priorities and Prepare for AI

Research from ASUG and SAP reveals how SAP customers are evolving their integration strategies as complexity, skill constraints, and AI ambitions converge.

A significant 20% increase in the adoption of detailed integration strategies reflects a deliberate shift toward more intentional and structured approaches. While integration activity remains elevated, organizations are becoming more selective in where they invest, prioritizing simplification, efficiency, and clearer strategic direction.

Integration deployment challenges persist, particularly around internal skills and resourcing. In response, organizations are narrowing the scope of integration benefits they pursue, focusing on near-term operational improvements over broader, insight-driven transformation initiatives.

As attention turns toward AI and agentic capabilities, unified integration approaches, standardized APIs, and strong data foundations are emerging as critical enablers.

Supporting both current operational needs and future AI-driven initiatives increasingly depends on disciplined integration execution, targeted investment, and AI-ready capabilities.



The State of Integration

Level of Integration Involvement and Strategy

88%

of SAP customers are **somewhat to extremely** involved in integration projects

Integration Strategy Breakdown



72%

Have a strategy

↑ +20% from 2024



14%

Do not have a strategy

↑ +3% from 2024



14%

Still planning

↓ -21% from 2024



0%

No plans for integration

↓ -3% from 2024

Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142), October 2024 (2024, n=136)

Types of Integrations at Organizations



91%

Integrating SAP to non-SAP applications

↑ +3% from 2024

35 average projects



85%

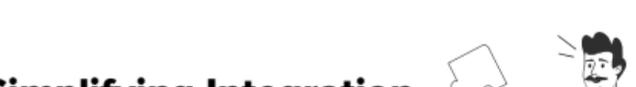
Integrating SAP to SAP applications

↑ +4% from 2024

31 average projects

Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142), October 2024 (2024, n=136)

Integration demands are substantial: Customers integrate with an average of 18 applications and 60% connect to up to 20.



Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142)

Simplifying Integration Benefits Amid Skill Constraints



Staffing for Integration Management at Organizations

Respondents invest in internal integration capability to a lesser extent in 2025. Staffing for integration management now hinges equally on internal and external support.



61%

Building these skills among our existing staff

↓ -7% from 2024



58%

Working with third parties who support our integration projects

↑ +1% from 2024



54%

Hiring consultants who are experts in integration

No change



42%

Recognized integration experts on staff

↓ -7% from 2024



40%

Working with SAP

↓ -3% from 2024



18%

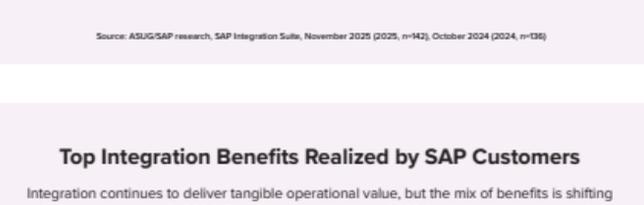
Established an integration competency center

↑ +5% from 2024

Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142), October 2024 (2024, n=136)

Top Integration Deployment Challenges

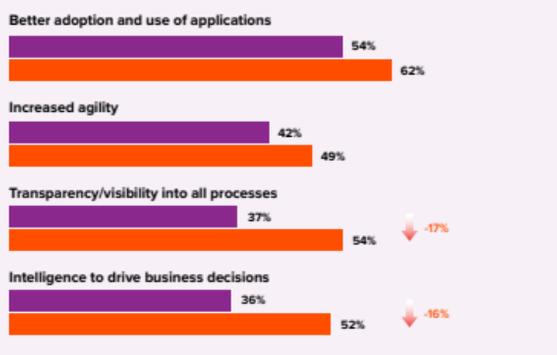
Integration deployment challenges remain widespread. Most integration deployment challenges are consistent with 2024, but **internal skills and resource constraints increased**, aligning with reduced upskilling activity.



Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142), October 2024 (2024, n=136)

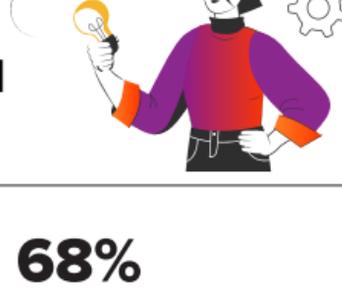
Top Integration Benefits Realized by SAP Customers

Integration continues to deliver operational value, but the mix of benefits is shifting after the surge seen in 2024. Results do remain above 2023 levels, indicating a period of stabilization. In response, organizations are taking a more targeted and simplified approach, prioritizing near-term efficiency gains over broader, insight-driven transformation initiatives.



Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142), October 2024 (2024, n=136), October 2023 (2023, n=128)

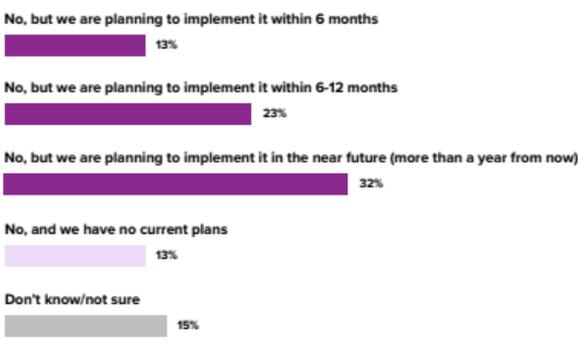
Agentic AI Adoption and Enablement



68%

of organizations are planning to implement agentic AI capabilities

Are organizations currently using or planning to implement agentic AI capabilities within SAP landscapes?



Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142) Note: Respondents provided with the following specification for agentic AI: e.g., autonomous agents or AI systems that can make independent decisions or actions within SAP solutions

Key Enablers for Adopting Agentic AI Within SAP

Agentic AI ambitions depend on upskilling, secure APIs, real-time events, and strong data foundations. Organizational readiness and integration maturity are critical to scaling these capabilities fast.

46%

Team upskilling and AI literacy

41%

Secure and reliable APIs between SAP and non-SAP systems

41%

Unified, high-quality business data across SAP systems

36%

Real-time events and process orchestration through SAP Integration Suite or BTP

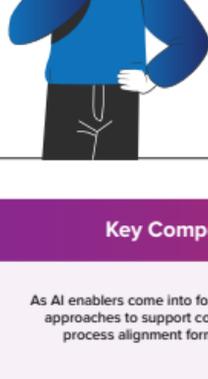
33%

Clear governance and compliance framework

32%

Modern cloud infrastructure and scalability

Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142)



Integration Best Practices

Key Components of Integration Strategies

As AI enablers come into focus, organizations increasingly emphasize unified integration approaches to support core business processes. In practice, SAP tools and business process alignment form the foundation of organizations' integration strategies.



40%

Rely on tools from SAP



39%

Standardize and align processes across the business



22%

Ensure security and compliance integration design

Source: ASUG/SAP research, SAP Integration Suite, November 2025 (2025, n=142)

Turn Insights into Action

Use the research trends to guide your integration strategy. Visit the SAP Integration Suite website to explore use cases, best practices, and AI-ready capabilities.

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